

CenturyLink to sponsor Lemonade Day Louisiana in Monroe/West Monroe area

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MONROE, La., April 15, 2013 /PRNewswire/ -- CenturyLink (NYSE: CTL) will be the local sponsor for the third annual Lemonade Day Louisiana on May 4 and a lemonade tasting contest on April 20. Lemonade Day Louisiana is a free, community-wide educational initiative designed to teach children how to start, own and operate their own business – a lemonade stand. It is a fun, entrepreneurial and experiential learning program for pre-K through high school students.

(Logo: <http://photos.prnewswire.com/prnh/20090602/DA26511LOGO>)

More than 13,000 youth across Louisiana are expected to participate in the first ever statewide Lemonade Day. Lemonade Day Louisiana was founded in 2010 by entrepreneurs John Georges and Todd Graves; more than 10,000 youth across southern Louisiana from New Orleans to Lafayette participated in last year's program.

"CenturyLink is happy to help bring Lemonade Day Louisiana to the Monroe and West Monroe area to teach and promote entrepreneurship among our local youth," said Kristy LaCroix, CenturyLink community relations manager. "With the help of a caring adult, all children can participate in this fun and free, educational program. On Saturday, May 4, we encourage the entire community to purchase lemonade from the many stands that will be set up throughout the area."

On April 20, there will be a lemonade tasting contest at Pecanland Mall from 11 a.m. – 1 p.m. in the food court near Raising Cane's Chicken Fingers. At this event, children who register to participate in Lemonade Day Louisiana can compete with other "lemonaders" to test the quality of their product. Local "celebrity" judges will be on hand to sample the drinks and declare the best lemonade of the day.

Registration is free and any pre-K-12 Louisiana student is encouraged to participate. To sign up, visit any Raising

Cane's Chicken Fingers location or visit www.louisiana.lemonadeday.org.

Participants will be provided with a free backpack which contains detailed support materials including an Entrepreneur Workbook, Marketing Tips and a Caring Adult Guide to help them establish their lemonade stand. These young business people are advised to spend a little, save a little and share a little, donating a portion of their proceeds to a local charity of their choice. After covering their expenses and paying back their investors, children are encouraged to open a youth savings account.

Georges Enterprises, Raising Cane's Chicken Fingers, Entergy New Orleans and the Credit Bureau of Baton Rouge are among this year's presenting sponsors for Lemonade Day Louisiana.

About CenturyLink

CenturyLink is the third largest telecommunications company in the United States and is recognized as a leader in the network services market by technology industry analyst firms. The company is a global leader in cloud infrastructure and hosted IT solutions for enterprise customers. CenturyLink provides data, voice and managed services in local, national and select international markets through its high-quality advanced fiber optic network and multiple data centers for businesses and consumers. The company also offers advanced entertainment services under the CenturyLink® Prism™ TV and DIRECTV brands. Headquartered in Monroe, La., CenturyLink is an S&P 500 company and is included among the Fortune 500 list of America's largest corporations. For more information, visit www.centurylink.com.

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